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FOCUS BUSINESS TURKEY

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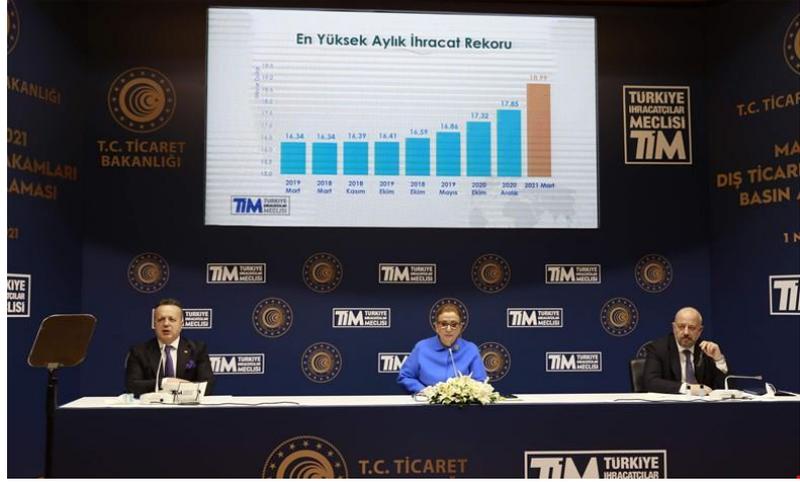
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NEWS

All Time Record in Exports Has Been Broken

TİM announced the temporary foreign trade figures for March at a meeting in Ankara with the participation of Trade Minister Ruhsar Pekcan. According to the General Trade System (GTS), exports reached 18 billion 985 million dollars in March, an increase of 42.2 percent compared to the same month of the earlier year, making the highest monthly export in the history of Turkey. Despite the



pandemic, Turkish exporters reached an all-time high first-quarter export figure of 50 billion 23 million dollars with an increase of 17.3 percent in the January-March period. In March, 24 sectors increased their exports compared to the same month of the earlier year. 7 sectors set the highest monthly export record in their history.

For detailed information, please click visit [TİM website](#).

E-Commerce in Turkey Skyrocketed in 2020

Minister of Trade Ruhsar Pekcan unveiled Turkey's e-commerce figures for 2020 at a press conference in Ankara.



Turkey's e-commerce volume rose 66 percent y-o-y in 2020 reaching USD 32 billion. "E-commerce spending to GDP ratio reached 4.1 percent in 2020. Turkey's e-commerce volume to general trade ratio rose from 9.8 percent in 2019 to 15.7 percent in 2020," said Pekcan.

Minister Pekcan underlined that the global e-commerce volume hit USD 4.3 trillion, up by 23 percent y-o-y in 2020, and is expected to reach USD 6.5 trillion over the next three years.

Number of companies running e-commerce operations in Turkey also surged 275 percent to over 256 thousand last year and the number of orders reached 2.3 billion witnessing an increase of 68 percent.

Sectoral breakdown of online transactions in Turkey revealed that food and supermarket sectors had the sharpest increase last year with over 200 percent, followed by metallurgy and chemical with 189 percent, white goods with 129 percent, home-garden- furniture-decoration sector with 105 percent, and the flowering sector with 100 percent.

For the source of information, please click [here](#).

Turkey's Trade with ASEAN

With its ever-increasing importance on the global scale, the Association of Southeast Asian Nations (ASEAN) stands out as a rapidly rising economic partnership in its region. With members such as Indonesia, Malaysia, Philippines, Singapore, Thailand, Brunei, Vietnam, Laos, Myanmar, and Cambodia, ASEAN is now regarded as the major market to open up to the Asia Pacific region. Our country has established important ties with the ASEAN through its status as the Sectoral Dialogue Partner of the Association.

Our total trade volume with the member countries, which was \$1.3 billion in 2002, reached nearly 10 billion dollars today after more intense and fruitful cooperation established



between ASEAN countries and Turkey. But these figures are far below their actual potential. We can increase our efficiency in the region through new and integrated strategies that focus on ASEAN, free trade agreements (FTAs) and a collective effort from the state and the private sector together.

For the full report, please see [Business Diplomacy](#) magazine issue 12.

Gender and Unemployment: Lessons From the COVID-19 Pandemic

The COVID-19 pandemic has had a negative impact on both women's and men's employment – but at different stages of the crisis due to the gender segregation of economic activities in many countries.

UNCTAD analysis shows that early measures to curb the spread of the virus first hit jobs held predominantly by women, such as personal services. At the outset of the pandemic, a higher prevalence of the virus correlated with a higher rate of female unemployment.

But as the crisis worsened and disrupted cross-border value chains, the impact on men's employment increased because they tend to work in sectors and jobs that are more dependent on international trade.

Even more worrisome, though, than how the pandemic has affected unemployment rates is its impact on women's participation in the labour market.

The available data reveals that even in countries where men's unemployment rate outpaced that of women, more women left the labour market entirely in 2020. The significant drop in the number of women actively searching for a job threatens to reverse decades of progress on women's empowerment.

For detailed information, please click visit [UNCTAD](#) website.

SECTORS

Turkey Ranks Among Top 5 Biggest Wind Investors in Europe

Turkey has been ranked as the 5th biggest wind power investor in Europe in 2020 with EUR 1.6 billion, according to WindEurope's report.

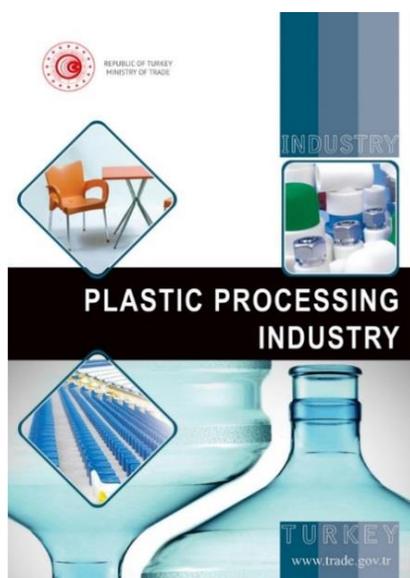
The Financing and Investment Trends in the European Wind Industry in 2020 report revealed that investments in offshore wind farms hit a record EUR 26.3 billion, while investments in new onshore wind farms reached EUR 16.5 billion.



Out of the EUR 43 billion investments, the UK ranked first with EUR 13 billion in investments, followed by the Netherlands with nearly EUR 8 billion, France came next with EUR 6.5 billion and then Germany with EUR 4.3 billion, the report noted.

For detailed information, please click [here](#).

Sectoral Reports: Plastic Processing Industry



The Turkish plastic processing industry owes its success to its comparatively recent foundation. Accordingly, this relatively young sector uses the latest technology, developments and designs. As a result, Turkey has the biggest plastic processing capacity in Eurasia.

In Turkey, thermoplastics comprise 90% of plastic raw materials. Domestic production is realized by PETKIM (Petrochemical Holding Corporation) which provides approximately 30% of this demand. The complex of Izmir Aliaga within the organization of PETKIM and the complex of Kocaeli Yarimca sold to TUPRAS (Turkish Petroleum Refineries Corporation) produce basic plastic raw materials such as polyethylene (PE), polystyrene (PS), polypropylene (PP), polyvinyl chloride (PVC) and chemical raw materials such as ethylene glycol, phthalic anhydride, terephthalic acid, carbon black. In addition to production, recycled plastics meet nearly 10% of the total demand in Turkey.

Turkish plastic products are exported to a wide range of countries in the world. Turkey is now exporting various plastic products to more than one hundred countries throughout the world. The plastic products are exported mainly to the European Union Countries, the Russian Federation and former Soviet States, the Eastern European Countries and the Middle East Countries. Export value of the sector realized as more than 3.9 billion USD in 2020.

For the full report, please visit [Ministry of Trade website](#).

Turkish Coffee: A Unique Taste and Experience

It has a unique identity and tradition with its special taste, dreg, smell, cooking, and serving. The beverage, which was originally obtained by boiling the coffee fruit in the Arabian Peninsula, has gained its trademark coffee flavor and unique aroma with this brand new method of preparation



and brewing. Europe, which became acquainted with coffee through the Turks, has prepared and consumed coffee for many years with this method and still refers to it as Turkish coffee. In addition; In 2013, Turkish coffee was admitted to the "UNESCO's Intangible Cultural Heritage List" as a living heritage that was passed on by communities from generation to generation.

The traditional preparation process of Turkish coffee consists mainly of the stages of roasting, cooling, grinding, brewing, and catering. The usage of almost all of the traditional instruments used in these stages has ceased in modern times for various reasons and are now part of museums, collections, and antique shop showcases. Turkish coffee, as it is today, is made by boiling medium roasted and finely ground coffee in water for a short time with or without sugar.

For more information, please click [here](#).

Send Us Your Inquiry

For your inquiries about Turkish exports,
please contact << ihticari@trade.gov.tr >> by indicating
the Harmonized System (HS) Code of the product/sector of your interest.

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